

Living in Rochester





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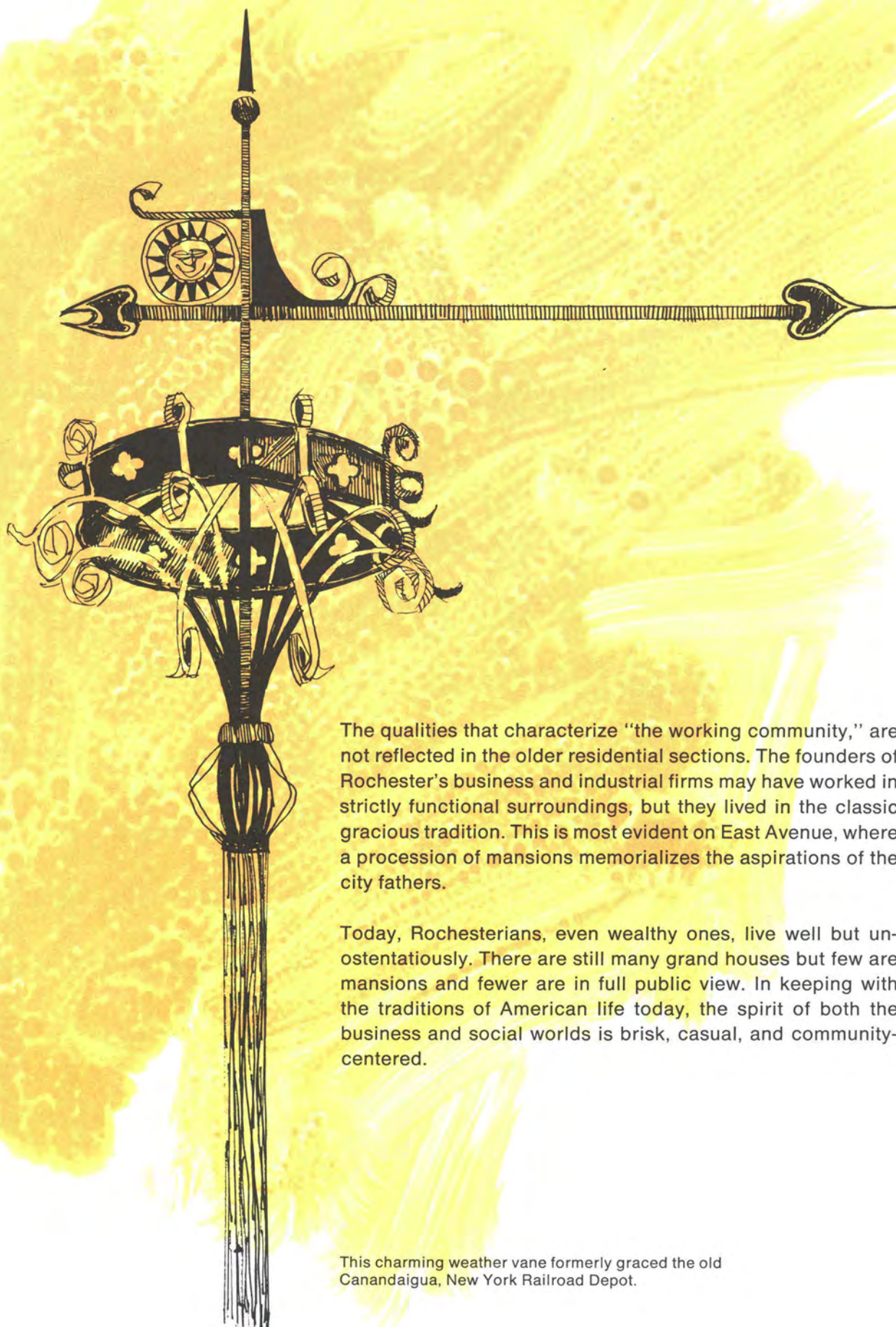
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Orientation



Metropolitan Rochester stretches along the shores of the Genesee River, north to south, from Lake Ontario to the Bristol Hills. The city itself is encircled by suburbs characterized by the rolling green of farmland and the small cultivated trees of the Fruit Belt. It is an inland port linked to the Atlantic by the St. Lawrence Seaway and to the agriculture and industry of the Midwest by the outstretched hands of the Great Lakes.

Perhaps it is this linkage between East and Midwest that best explains Rochester's temperament. Rochester is Eastern without "airs." The terrain is Eastern, but not typically New England. There is more softness in the land and more softness in the speech than one would find in Maine or Vermont or Boston. If there is a slight twang, it is a Midwestern twang, a kind of plain American accent. Rochesterians also share with their Midwestern cousins a simplicity and directness of nature. In short, the city has character. Honest and prudent, it is also proud, self-reliant, and ambitious, the very model of an industrious American town grown to success.



The qualities that characterize "the working community," are not reflected in the older residential sections. The founders of Rochester's business and industrial firms may have worked in strictly functional surroundings, but they lived in the classic gracious tradition. This is most evident on East Avenue, where a procession of mansions memorializes the aspirations of the city fathers.

Today, Rochesterians, even wealthy ones, live well but unostentatiously. There are still many grand houses but few are mansions and fewer are in full public view. In keeping with the traditions of American life today, the spirit of both the business and social worlds is brisk, casual, and community-centered.

This charming weather vane formerly graced the old Canandaigua, New York Railroad Depot.



Climate

Located in the northern part of the temperate zone, Rochester enjoys the variety of a four-season climate. April brightens the greening landscape with forsythia, dogwood, and magnolia. A city of gardeners displays its bright beds and doorside plantings of daffodils, red emperor tulips, and hyacinths. In May, the air softens and there is the fragrance of blossoms: apples, peaches, cherries, and pears in the orchards, flowering crab in the garden and, of course, everywhere lilacs.

From June through mid-September, the days are bright and warm (in the 70's and 80's), the nights cool. The roses, iris and peonies are replaced in the garden by phlox and lilies and delphinium. The rhododendron and azaleas shed their blossoms and blend into the foliage of summer. In full leaf, the oaks and elms and maples and an occasional copper beech, magnificent in their size and generous with their shade, grace the northern summer.

Autumn darts in and out of September, stealing a day here and there, but it may be late November before you stop playing golf and consider lighting a fire in the fireplace. Autumn may be the most beautiful season of all. The hardy zinnias and marigolds bloom on in the month of the chrysanthemum. Along the roadside the stands are heaped with harvest: bushels of homegrown apples, baskets of grapes from the vineyards of the Finger Lakes, braids of Indian corn, jugs of cider, mounds of squash, cauliflower and pumpkins. The air has a bright whip to it. The trees feel the sting. They glow and then flame as they stand in one last defiance of winter.

But, it comes at last—winter and snow. Enough snow to achieve a New England Christmas card look. Enough snow for marvelous skiing and enough cold for skating. This is the season of the evergreen when the pines and spruce and cedars soften the austerity of the scene. It is cold, but except in the rare instance of a blizzard, no Rochesterian need cancel a social engagement because of winter weather. The roads are kept in excellent condition.

In February, when winter may begin to drag, a drive through the snowscapes of the suburbs can be restoring. Then March brings a few hopeful signs that winter can be swept away and suddenly—it's April again.





THE PACE

The pace in Rochester is brisk but far from frantic. You can be downtown shopping in twenty minutes even if you live in a suburb with a view of the foothills. You can take the children to the zoo, the parks, the art gallery, the museums, or the Eastman Theater without making an exhausting all-day excursion of it. You can go sailing, golfing, fishing, swimming, skating or skiing on a Saturday morning and be home for lunch. In short, Rochester is a community easy to move around in.

You can, of course, be as busy as you choose to be. The community offers many opportunities for service and for socializing. Whether your interests run to education, social service, music, art,

science, gardens, bridge, or antiques, there are organizations anxious to welcome you.

Rochester is big enough so that people don't get into one another's way and small enough so that on almost every social outing one meets friends or acquaintances. There is this added virtue of life being all of a piece. Because of the size of the community, there are no geographical barriers between town and country residents or between a businessman and his family.

To sum it all up, there is a nice balance about living in Rochester. The city is large enough to be interesting and to have first-rate schools and medical care. It is a city that is in touch with contemporary life and yet has the old-fashioned virtue of stability. It is a city rich in cultural opportunities that are easily accessible to all. It is a city where a family can have common roots and a feeling of participation in the life around it.



Liberty Pole Green in the heart of downtown Rochester



RESIDENTIAL

City Living: A little less than half (305,849) of the residents of metropolitan Rochester live within the city of Rochester itself. They live modestly, comfortably, or grandly in houses of varying sizes and styles. They live in the older, established sections of the city on streets shaded by giant elms; they live in the younger sections of the city, close to the rim of the suburbs, on streets shaded by maples and honey locusts. Wherever they live, there are trees, a lawn, probably a garden.

Rochesterians have a wide choice of apartment accommodations, from studio units and one and two bedroom apartments to elaborate suites with servants' quarters. The design varies from vertical high-rise apartments, often with individual balconies, to village-type groupings with private yards and patios. Another kind of city living is provided by that attractive hybrid, the town-house apartment.

Suburban and Country Living: Despite the conveniences of the city, it is still the siren song of nature that draws most Rochesterians, particularly those with families, to the suburbs.

There are 19 towns ringing the city, many of them still possessing acres and acres of rolling green land untouched by any machine more devastating than a farmer's tractor. There are woods and streams and ponds and hills with marvelous views of all the pure, bucolic countryside. Some of this landscape will undoubtedly remain intact as a heritage for future generations of Rochesterians, but the siren is much too lovely to be denied—in all of the 19 towns, with varying degrees of speed, the suburban homes and schools and shopping plazas are spreading.

Choosing a town is sometimes determined by practical considerations, such as a job location, but in general the choice is a free one. All of the suburbs have been made extremely accessible to the downtown area by a network of expressways and loops that bring most commuters into the city in a matter of twenty minutes.



Education



Educational opportunities in Rochester range from the liberal arts to the graphic arts, from medicine to music, from teaching to technology. The world-renowned University of Rochester **(1)** offers a scope of study which includes the arts and sciences, education, engineering and applied sciences, business administration, and music. Graduate programs are available in each of these fields, and the University School offers both undergraduate and graduate programs for those unable to attend classes on a full-time basis.

The University's Medical Center includes the world-famed School of Medicine and Dentistry and its affiliated teaching hospital, Strong Memorial. Superbly equipped to handle special medical problems, the Medical Center is gaining new esteem in the fields of space medicine and the treatment of radiation disorders.

The Eastman School of Music has won international acclaim on many counts—for the brilliance of its directors, for its student Philharmonia orchestra and for the achievements of its graduates throughout the musical world.

A number of other highly regarded institutions also serve a community that is intellectually demanding: Rochester Institute of Technology **(5)**, noted for its programs in the fields of photography, the graphic arts and engineering, the home of the School for American Craftsmen and the National Institute for the Deaf; St. John Fisher College **(3)**; Nazareth College **(4)**; Roberts Wesleyan College; the State University at Brockport and the Monroe Community College **(2)**.

There are also two theological seminaries of importance—Colgate-Rochester Divinity School and St. Bernard's Seminary. The excellent library collections of all of these colleges complement an outstanding public library system to serve Rochester and Monroe County scholars well.

It is worth observing that young Rochester and Monroe County scholars are also extremely well served by their community. The amount of money invested per student in the secondary schools approaches the record high for the country. Schools are well built, well equipped and well staffed.



(1)



(2)



(3)



(4)



(5)

Culture

In a community which includes so many institutions of higher learning within its borders and counts many others, such as Cornell, Syracuse, Le Moyne, Wells, Colgate, Keuka, Buffalo, Ithaca, Hobart, and Alfred in its neighboring counties, it is quite natural that there would be a high degree of interest in the arts. Added to this fertile intellectual environment, moreover, is the tradition of deep-rooted support from industrial leaders who have both personal and commercial interest in cultural affairs. Sight, sound, and communication are, after all, elements as basic to many of Rochester's key industries as they are to the world of culture. And so the arts and her sisters, the sciences, flourish in Rochester and are further endowed by the participation of the public at large. (The Memorial Art Gallery, for instance, has a membership of 7,000, estimated to be the largest gallery membership in the country.) Rochesterians make use of their cultural opportunities daily. Old and young, they study art and nature at the Gallery and the Museum, they delight in the film festivals at the Eastman House and they support a symphony orchestra, a community theater, a ballet company, summer theater, and Opera Under The Stars.



The Museums in Rochester

The Rochester Museum of Arts and Sciences is unique among museums in the United States in that it has recreated its own environment—the anthropology, biology, cultural history and technology of its



Strasenburgh Planetarium

own special geographic region. An outstanding display of the Seneca Indian culture awaits the visitor to the Museum, as well as a permanent series of dioramas depicting the natural terrain and wild life of the area and a floor devoted to a wonderfully realistic look at life in Rochester from 1795 to 1900.

Besides recreating the heritage of the area, the Museum offers year-round programs which introduce young people and adults to all kinds of exploratory views of our world. The Museum's exhibit of Iroquois



Photographic
antiques displayed
at Eastman House

Indian Arts and Crafts has been circulated abroad by the U. S. Information Agency and its display of Seneca Indian masks was on view at the New York World's Fair.

The Museum has recently expanded its horizons dramatically. It has constructed a star dome affording visions into space—the Strasenburgh Planetarium, considered one of the most modern and best equipped planetariums in the world.

The George Eastman House of Photography is one of the most charming of museums, as well as being unexcelled in the fields of photography and cinematography. George Eastman's home has been tended lovingly and protectively through the years since its owner's death and it remains very much the home of a man of great taste as well as great wealth.



Exterior of historic George Eastman House

The Eastman House is more than decorative, however. It houses a permanent collection of photographs, motion pictures, apparatus, documents and books. It is believed that the Eastman House Museum's collection of cameras, lenses, and photographic equipment is the largest and finest in the world. The Eastman House also houses the Dryden Theater, a small, attractive, modern theater where film classics from Hollywood and from abroad are shown to the public every weekend.



Modern sculptures
courtesy of
Memorial Art Gallery



Music in Rochester

The Eastman School of Music might be said to be the flame and the Rochester Civic Music Association the fire. Both keep Rochester aglow with music.

The Eastman School displays the talents of its students in varied settings. The Rochester Civic Music Association, financed by the community and supported in its endeavors by enthusiastic volunteers, sponsors the Rochester Philharmonic Orchestra now under the leadership of László Somogyi. Past directors have included such distinguished musicians as Jose Iturbi and Eric Leinsdorf.

The Civic Music Association also sponsors an Artist Series that annually brings an array of outstanding musical events to Rochester. A typical Artist Series includes a performance by the Metropolitan Opera National Company, Van Cliburn, the Amsterdam Symphony Orchestra, the Philadelphia Orchestra, Porgy and Bess, and the American Ballet Theater Company.

Art in Rochester

The Memorial Art Gallery, thanks to the generosity of its admirers, has expanded to over twice its original size and completely modernized its facilities. Besides displaying an unusually fine collection of medieval art in its tapestried Fountain Court, the Gallery also provides a setting for displaying the work of local contemporary artists in the Finger Lakes Exhibition and the more informal Clothesline Show.

Theater in Rochester

Rochester sees most of the leading Broadway hits. The Broadway Theater League brings to the Auditorium annually a series of five top Broadway shows. Additional bookings of New York theatrical productions are sponsored by individual promoters.

Lake Ontario . . . a sailor's delight



Famed Oak Hill Country Club

Recreation & Entertainment



The Outdoor Life

The Rochester area has been generously endowed with all the natural resources needed to lend variety and excitement to outdoor activity. There are a large number of lakes and waterways, acres of marshes and woodlands, and there are hills. There is, moreover, a bountiful supply of sun in the summer and snow in the winter.

There are also parks, many parks, that contain all of the natural attractions in one protected public province. Here one can fish, hunt, boat, picnic, play ball, ride, hike, swim, play tennis and golf, ski, skate and sled. Some of the Monroe County parks have special recreational features: Seneca Park has a zoo and an amusement area for children; Highland Park has its Conservatory (a glory of lilies and tulips in April) and its Lilac Festival, which draws crowds of admirers every May; and Maplewood Park has its rose gardens.

Not far from Rochester are other scenic parks and recreational areas: Letchworth Park, the "Grand Canyon of the East;" Fairhaven State Park; Chautauqua State Park; Taughanock Falls State Park; Niagara Falls and Fort Niagara; Cooperstown; the Thousand Islands; the Bristol Hills; and, of course, the exceptionally beautiful Finger Lakes Region where almost a dozen spring-fed lakes are set in random perfection among guardian hills and vineyards.

Sailing is a highly favored sport in the Rochester area, with active yacht clubs on Lake Ontario, Irondequoit Bay and the various Finger Lakes. The Rochester Yacht Club engages in international competition with clubs from the Great Lakes ports on both the Canadian and American shores.

Fishing is another Rochester favorite. Trout fishermen find Catharine Creek and Naples Creek among the best in the country for rainbow and brown trout, while Seneca and several of its neighboring Finger Lakes are famous for lake trout. World champion muskellunge are taken from the St. Lawrence River and Chautauqua Lake, both only a few hours' drive from Rochester. Bass, pike, walleyes, and pan fish are plentiful in the hundreds of other lakes and streams in the area. And for those who prefer to rough it and enjoy complete privacy on a hidden lake full of game fish, the Canadian wilds are easily reached by car or plane.

In addition to top-flight sailing and fishing, the numerous waterways provide a full range of other water sports—swimming, water skiing, power boat competition, ice boating and ice fishing. Public boat landings and marinas

Bristol Mountain Ski Lodge



are everywhere and one can rent anything from a canoe for an hour to a houseboat for a week.

Hunters find the fields, woods, and marshes just beyond the suburbs full of smaller game such as pheasant, rabbit, and water fowl. Deer and wild turkey are plentiful in the hills to the south, while the Adirondack and Catskill mountains offer both deer and bear.

Trap and skeet shooting fans know Rochester as the site of World Championship competitions. Local clubs are active and excellently equipped for this sport.

There are more than a dozen fine golf courses, some public, others semi-private and many private. While several clubs have hosted state and national tournaments, the best known is Oak Hill, whose East Course has been selected twice as the site of the U. S. Golf Association's Open Championship, most recently in 1968.

There is hardly a participating sport worthy of the name which is not offered in the immediate vicinity of Rochester. There are organized groups in tennis, polo, handball, squash, skating, hockey, skiing, curling, bowling, cricket, lacrosse, soccer, baseball, softball, archery, hiking, camping, horseback riding, and fox hunting.

There are also the outdoor spectator sports. The Rochester Red Wings is one of the oldest and most illustrious teams in the International League, second only to the majors. Competing on a full summer schedule with such teams as Buffalo, Louisville, Richmond, Columbus, and Jacksonville, the Rochester entry always features some of the top stars of tomorrow.

The long and lovely autumns provide an excellent setting for college football games in the Rochester area. In Fauver Stadium near the banks of the Genesee River, the University of Rochester's Yellow Jackets battle such teams as Williams and Amherst. Less than two hours' drive away, Syracuse University's Orangemen and the Big Red of Cornell take on some of the nation's top teams. If professional football is preferred, an hour

and a half drive will take an enthusiast to watch the Buffalo Bills.

There is harness racing at Batavia Downs, thoroughbred racing at the Finger Lakes Race Track, and, of course, international sports car racing at the Watkins Glen Grand Prix.

The Indoor Life

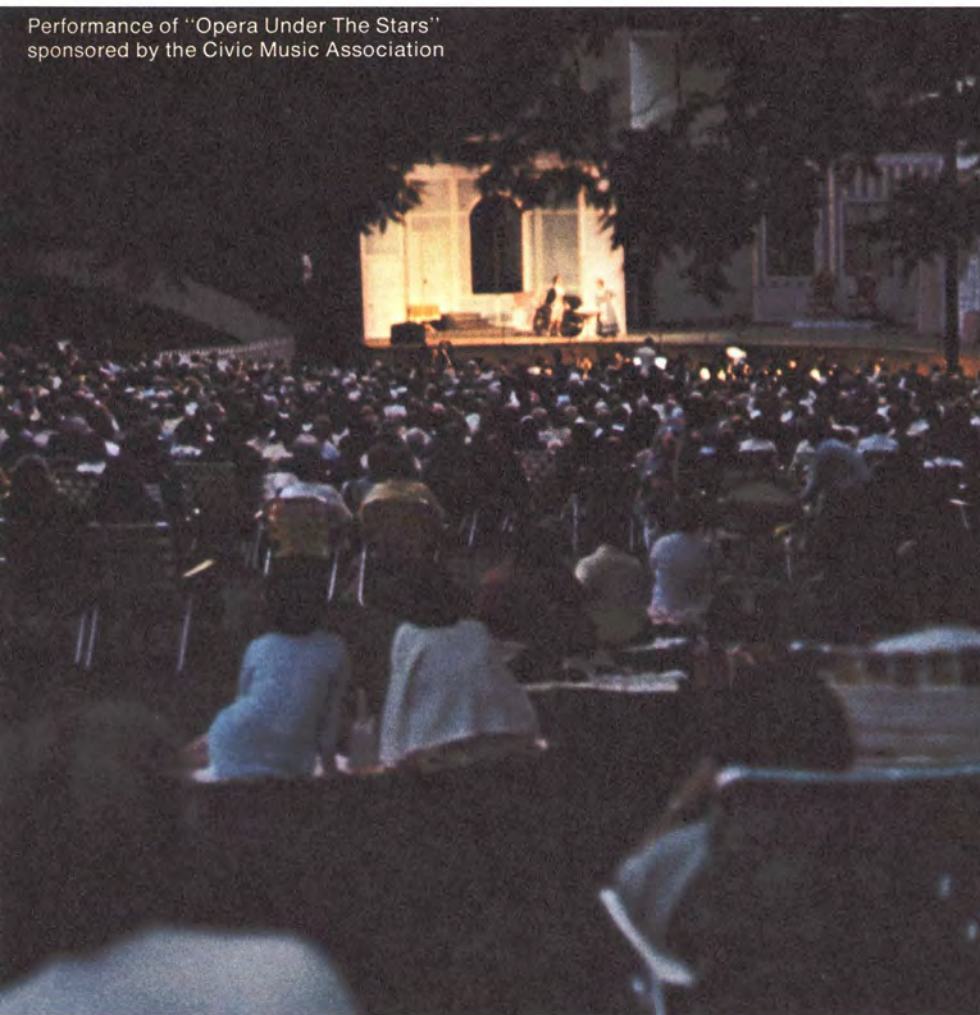
The majority of Rochester's indoor sporting events are held at the versatile Community War Memorial Auditorium. Rochester's entry in the American Hockey League, the Amerks, have won several championships within the past few years and have been classed by experts as superior to some National League teams.

Eastman Kodak sponsors an annual basketball tourney, matching some of the top college teams and hosted by the University of Rochester. Rochester Institute of Technology also is host for an annual tournament for teams from technical schools and colleges.

In addition to housing major sporting events, the War Memorial offers such attractions as auto, boat, and sport shows, circuses, and the Ice Capades, and international touring groups such as the Royal Irish Brigade and equestrian teams.

Although Rochester has long been a music center and a good theater town, it has been conservative in its taste for other forms of entertainment. But with the passing of an older generation and an increasingly more cosmopolitan populace, there has come a new sophistication. Suddenly there are more excellent restaurants offering continental cuisine and interesting atmosphere. There are night clubs offering top-notch entertainers and name bands for dancing. Many fine, new hotels and motels have been built, enabling Rochester to capitalize on other natural advantages as a convention center. Even the local trappings of movieland have changed. The old "palaces" have come tumbling down, and small attractive art theaters have sprung up, where an international cross-section of the best in films can be seen in the most modern of settings.

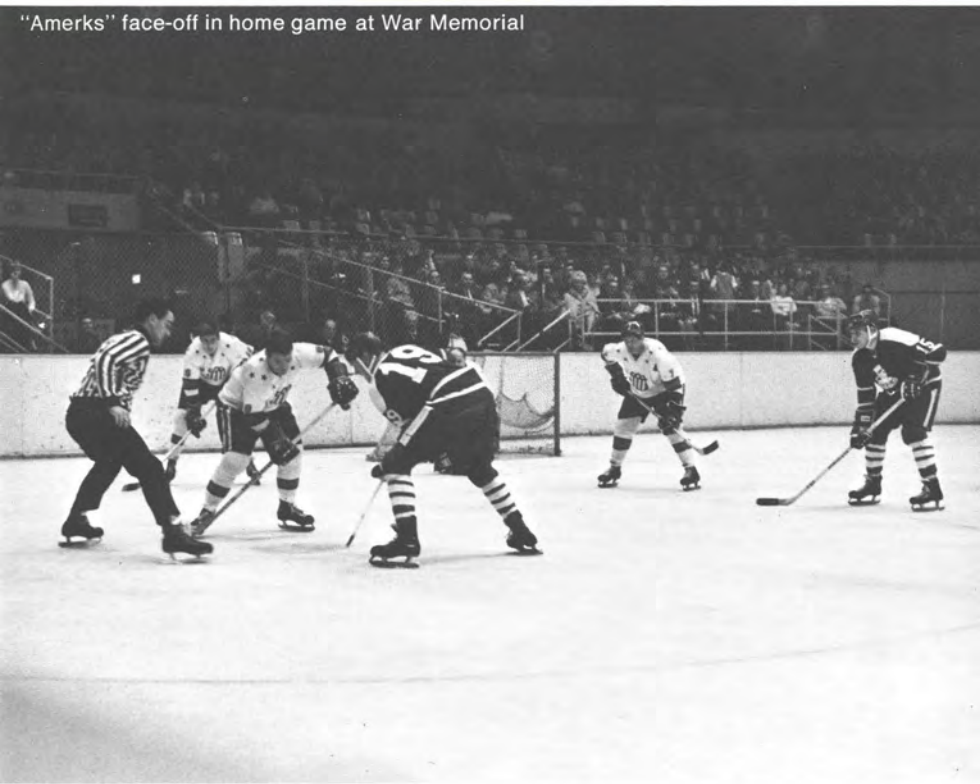
Performance of "Opera Under The Stars"
sponsored by the Civic Music Association

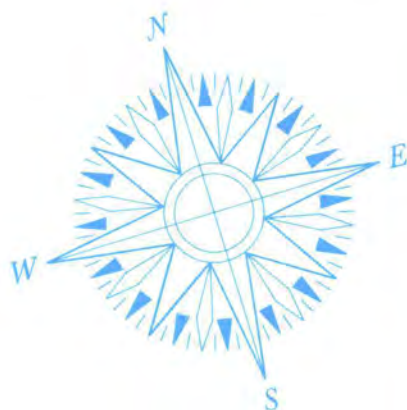


Kodak Basketball Classic



"Amerks" face-off in home game at War Memorial





Downtown



The central commercial area of Rochester begins at the corner where East Avenue meets Main Street. The downtown shopping area with its shops, banks, movie theaters and restaurants is magnetized to Main Street from Gibbs to St. Paul. From St. Paul west along Main Street, there is a grouping of commercial firms, lawyers' offices, and central banking centers which extends south to meet the complex of municipal buildings at Broad Street and Court known as the Civic Center (2). The Genesee River flows beneath Court, Broad and Main Streets and winds its way to Lake Ontario. Here, astride the river in the heart of the commercial section of the city, is Genesee Crossroads (1), a project encompassing an area of approximately twenty city blocks.

If you follow the Genesee River in its northern course between State Street and St. Paul, you will come upon the home of Rochester's most famous corporate citizen—Eastman Kodak (4). The administrative offices are housed in a handsome tower, easily seen from many of the suburban hills.

Returning to the central downtown shopping area, one finds the new Xerox office building (5) set in a landscaped plaza with an auditorium, a skating rink and a restaurant, all designed for community enjoyment. Other attractive additions

to both the skyline and the street scene are Midtown Tower and Plaza (3) and Security Tower Plaza, both built within the past few years.

Shopping: Midtown Plaza is an enterprise sponsored by two of Rochester's leading department stores to provide attractive, convenient, and weather-free shopping facilities. The plaza provides these facilities in the attractive setting of a village square with an ingenious Clock of Nations as its focal point and constantly changing displays of community enterprises to capture the interest of the shopper. Surrounding the self-contained world of Midtown Plaza are several blocks of department stores and specialty shops offering a wide and discriminating choice of wares. Rochester also has branches of many national retailers. The combination of variety and quality attracts many shoppers from other cities in Upstate New York and Canada.

Civic Center: The main administrative offices of the city and county government are housed in a new Civic Center in downtown Rochester adjacent to the War Memorial and main Public Library. Modern, efficient office buildings, courts and penal institutions overlook a wide stone plaza as uncluttered as the open forums of ancient Rome. The still-growing Center is the heart of Rochester's legal and financial district.

(1)



(2)



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MAGIC CIRCLE

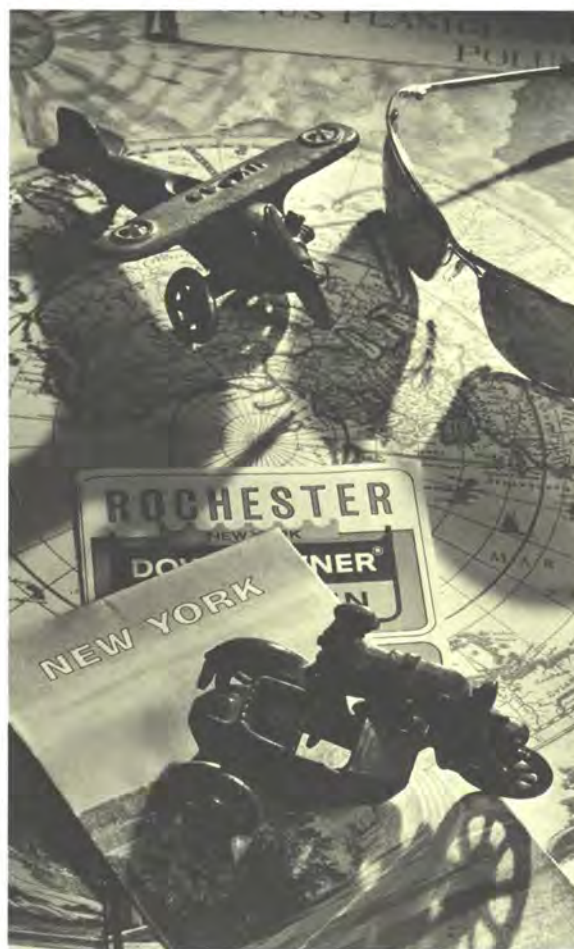


Looking down from the Top of the Plaza, one sees Rochester in a different perspective. Close at hand are the stone towers of commerce and the hoots of traffic below, but follow the path of the river or the long channel of the canal and see history spread like a map beneath you—the plain, uncompromising rooftops of an earlier, simpler community, the elegant church spires, the beautiful dome of the University's library, the stacks of industry, and everywhere the surprisingly frequent clusters of trees. The view is vast and timeless, continuing north to Lake Ontario and south to the Bristol Hills, where beyond lie the Finger Lakes.

Here Rochester stands, at the center of a magic circle with a radius of 400 miles that comfortably encompasses Detroit, Cleveland, Toronto, Montreal, Boston, New York, Philadelphia, Washington, and Pittsburgh. By car, by bus, by train, by air, the traveler can move easily in all directions. The New York State Thruway is so neatly coupled to Pennsylvania and Massachusetts Turnpikes that one can drive to Chicago or Boston without stopping for a traffic light. New York City is a pleasant six to seven hour drive, again without interruption, either by way of the historic and beautiful Mohawk and Hudson Valleys or through the Southern Tier and the Catskill Mountains.

For a variety of natural beauty it would be difficult to match New York State—the rugged Adirondacks, the small serene Switzerland of the Finger Lakes Region, the brooding rock sentinels of the Hudson Valley, and of course,

New York City itself—but Rochester's jets make it easy for a traveler to venture as far as business or pleasure may call him. The breakfast flight to New York lands a businessman or shopper in Newark or LaGuardia in 55 minutes. Chicago is two air hours away, Washington an hour and a half, and a champagne brunch flight lands a sun-worshiper in Miami in time for lunch.





VITAL SERVICES

News Media: Rochester has two first-rate daily newspapers and several suburban weeklies, three commercial TV channels—outlets for ABC, NBC, and CBS networks, as well as an excellent educational channel, and twelve radio stations, with both AM and FM reception represented.

Health Care: There are six general hospitals in Rochester, all of excellent quality. Strong Memorial Hospital of the University of Rochester, the best known nationally, is exceptionally well equipped for intensive care in special areas such as psychiatry, burns, poison control, and atomic and space medicine.

Rochester's health care is being progressively planned on an overall area-wide basis established through the leadership of former U. S. Secretary of Health, Education, and Welfare, Marion B. Folsom.

Public Utilities: Power and telephone service are supplied by independent, publicly-owned corporations, abreast of the most modern technological developments in their service of the Rochester Public. Rochester Telephone Corporation is the largest, independent telephone company in the nation. Rochester Gas & Electric Corporation is building a new atomic power plant on the shore of Lake Ontario; and have also developed the Brookwood Science Center which includes a model nuclear re-

actor and many other related exhibits. An excellent water supply from nearby lakes is distributed throughout the area via the facilities of the Monroe County Water Authority and the City of Rochester.

Social Welfare: A different approach to urban renewal is an attempt to renew the lives of the underprivileged members of the urban population, to renew their skills and their hopes for a decent future. The

community has always had many social agencies dedicated to the aims of social welfare, but recently, new organizations have sprung up, with special emphasis on the improvement of conditions for the disadvantaged: ABC (the local anti-poverty agency), the Urban League of Rochester, and FIGHT, Rochester Jobs, Inc., and Rochester Business Opportunities Corp. The efforts of these new organiza-

tions involve the urban poor in their own neighborhood affairs, through job-training, work and education centers, health clinics, nursery schools, family counseling and establishment of new businesses, owned and operated by inner-city residents.

Public Safety: The city, county and towns are well served by modern and efficient police and fire protection units. Crime rates are well below national averages while traffic and fire safety records rank among the best in the country.



Cobbs Hill Reservoir



Main lobby of Rochester Civic Center



Planning session of Rochester Business Opportunities Corporation



Rochester firefighters are on the scene

The Economy



Pen & ink drawing by Don Franklin of a 1789 Indian Allan mill located on the banks of the Genesee River.

Without question, Rochester is a community of quality that provides its residents with a choice—a choice of places to live, to study, to shop, to dine and places to travel. Such a variety of opportunity has its price. A community cannot offer excellent educational resources, competent health and welfare services, real estate with intelligent zoning for home and industry, a progressively planned downtown area, a highway system out-pacing the traffic problems, the cultural advantages of an art gallery, a symphony orchestra, and a museum, without paying for them. Fortunately for Rochester, Rochesterians, although conservative in their tastes and often in their politics, are liberal in their generosity to the community. They stand willing to pay the price for the good life—in time, in energy, and in financial backing. They stand able to pay the price because a prosperous community rewards them well.

Business and Industrial Leadership

Rochester's business and industrial leaders are among its most active and interested citizens. They contribute a tremendous amount of time and talents to the solution of community problems. They are equally generous with their financial resources. The University of Rochester, the Rochester Institute of Technology, other colleges, hospitals, and the Rochester Museum are among the testaments to the generosity of Rochester's business leaders of the past, and the tradition endures. Rochester's Community Chest numbers ninety agencies for which over \$7 million is collected annually from the community.

But it is not only in the fields of social and cultural welfare that the leaders of commerce are contributors. They are the builders in an era of urban renewal when the renaissance of the city depends as much on their



taste and daring as on the efforts of the city planners. Rochester is fortunate that its recent commercial development has been carried on in the spirit of creating a more beautiful city as well as a more functional one. Even along the highways skirting the city, the old concept of factories has changed to industrial parks—handsome buildings suited to their landscape, well shrubbed, dramatically lighted at night.

History of the Economy

Pride in quality and the vision necessary to shape pride into action have run through Rochester's history. The city, third largest in New York State and 38th in the country, was founded in 1812 by Colonel Nathaniel Rochester of Maryland. With two associates, he purchased land on both sides of the Genesee River to utilize the Genesee Falls for water power to mill flour, thus becoming Rochester's first industrialist.

The emphasis in Rochester's economy changed from flour to flowers as the milling business declined, and after the Civil War, the emphasis changed again, as waves of technically skilled immigrants helped to reshape the city's growth around a hub of precision manufacturing. Pioneers of industry like George Eastman, Edward Bausch and Henry Lomb founded local concerns whose diversified products are now bought and sold all over the world. "Rochester Made Means Quality" symbolizes the city's tradition of fine craftsmanship. Rochester's 120,000 manufacturing workers are employed in over 1,000 area plants. Their

talents rank Rochester ahead of any other large metropolitan area in the percentage of professional, technical, skilled and semi-skilled workers. There are more computers per capita in Rochester than in any other city in the world.

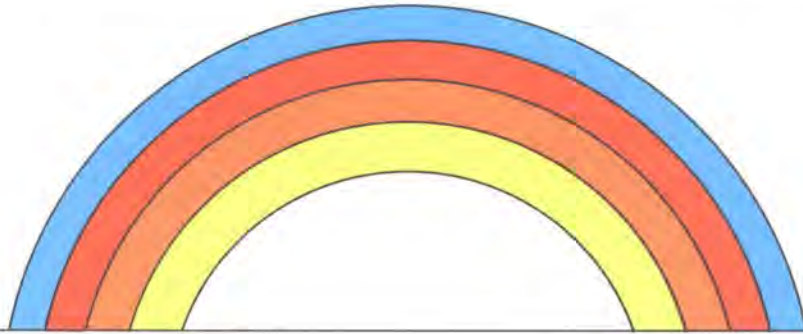
Rochester leads the world in the production of photographic material, xerographic equipment, optical instruments and lenses, ophthalmic goods, dental equipment, thermometers, check protectors, glassed-steel equipment, and gear-cutting machines—all clean, precision industries. It ranks high in the printing, publishing, food processing and pharmaceutical industries, and in the production of men's clothing and accessories, electronic communications, photocopy, medical, surgical, automotive and office equipment.

Geographically, the city is well situated to serve both national and international markets, located within 24 hours by rail of 70% of the nation's population. Freight handling facilities include three major airlines, five railroads, more than 100 truck lines, the Port of Rochester and the Barge Canal waterway. With all of these resources, natural and man-made, Rochester today is a prosperous community. The almost 700,000 people who live in the metropolitan area enjoy one of the highest per capita income levels in the world. The average annual family income surpasses \$8,000. By 1970, it is estimated that the figure will exceed \$9,000.

The firms founded by George Eastman, Edward Bausch and Henry Lomb are leaders still in the Rochester economy. They and the many other dynamic companies are staffed today by a new generation of pioneers, for outstanding men have come from all over the country to lead in the fields of industry and finance. But through the years of change and growth each new generation has built upon the cornerstone of the past: the tradition of quality.

This handsome mural spans the entire length of the Security Trust Company's main banking office. Its theme: a symbolic tribute to the diversification of the local economy.



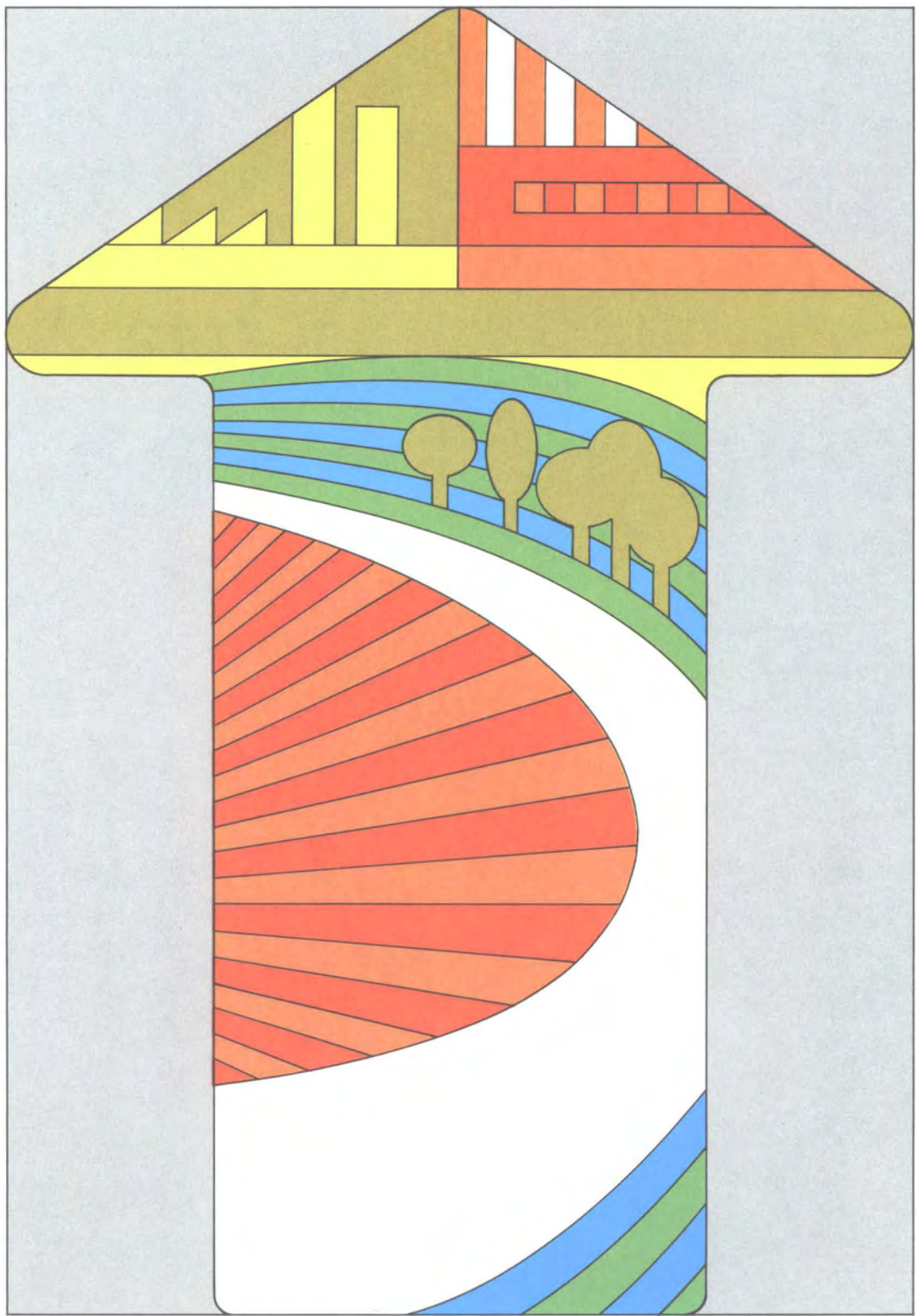


The Future

Rochester is changing, of course, as are all healthy cities today. It is not only the skyline that alters. There is more daring in the planning. There is more imagination freely used. There is more style in the design.

Daily there evolves an even greater choice, wider variety, new opportunities for enjoyment and personal development. Some of the better new ideas are coming from newcomers to the community. Many key executives and professional people in local organizations, up to and including the presidents of some leading companies, have arrived in Rochester only within the past five to ten years. A large number of skilled industrial personnel are also being welcomed as Rochesterians. There is great benefit from an outside point-of-view and Rochester is profiting from her new generation of "outlanders." She is changing from an industrious early-American community to a city alert to the potential of tomorrow.

There is excitement in this kind of community change. Unlike the unwieldy and set structures of a larger city, the city still growing up can offer tremendous advantages to those who choose to grow up with it. It can be responsive to new ideas, new leadership. It can be and is being shaped into new forms by people who derive satisfaction from giving that kind of leadership.



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